

A Happy NEW YEAR to Herald Readers

The Following Business Firms Extend to You the Season's Greetings

**Nohe's Bakery
and Cafe**
Philip Nohe, Proprietor
Cleanliness First

Reo Garage
NICOLAI & EATON, Props.
Repair Work by Experienced Workmen
PHONE 118 COR. 3RD & LARAMIE

Mike Bayer's
Billiard Parlor
Spend your Evenings Here during the
Holidays
CORNER 2ND AND BOX BUTTE

ALLIANCE CLEANING WORKS
L. E. Johnson, Manager
Cleaning, Pressing, Repairing,
and dyeing

**Alliance Steam
Laundry**

Eagle Barber Shop
J. J. Reinkober, Prop.
121 BOX BUTTE

Mission Pool Hall
V. E. Byrne, Proprietor
Come Here for a Pleasant Evening

Issued Monthly 25c per Year
The Nebraska Stockman
Nebraska's only Exclusive Stock Paper
Published in the Heart of the Stock Rais-
ing District, by
The Herald Publishing Company
ALLIANCE : : NEBRASKA

Rowan & Wright
Flour, Feed and Coal
204 W. THIRD PHONE 71

Haddorf Music Co.
MRS. J. T. WIKER, Manager
Pianos, Players, Victrolas
Latest Player Rolls
Will There Be a Victrola in Your Home
This Christmas?

Wilson Bros.
New and Second Hand Goods

Rhein-Rousey Co
Hardware Implements
Queensware Harness
Vehicles Paints

**MILLER'S
Second Hand Store**
Conley Miller, Prop.
New and Second Hand Goods

Snyder's Cigar Store
George Snyder, Proprietor
Full Line of Domestic and Imported Cigars
and Tobaccos
Nice Line of Pipes at All Prices

1915-1916
The holiday season affords us wel-
come opportunity of expressing to you
our warmest regards and our hearty
appreciation of your patronage.
We extend to you the compliments of
the season and wish you happiness and
prosperity in all your affairs through-
out the coming years.

JOHN W. THOMAS, Editor
LLOYD C. THOMAS, Business Manager
The Alliance Herald
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Leading Newspaper of Western Nebraska
From Eight to Twenty-four Pages
\$1.50 per Year Issued every Thursday

Beckwith's

Cash Grocery
119 WEST THIRD
Phone No. 88 The Economy Store

"Satisfaction Assured"
Work Called for and Delivered
**Keep-U-Neat
Tailors**
First-Class Cleaning, Pressing, Repairing
205 BOX BUTTE AVE. PHONE 138

Ray's Flower Store
WE BELIEVE
That the people of Alliance and vicinity
appreciate the advantage of having a
flower store in the city, as has been am-
ply demonstrated by the liberal patron-
age accorded us during the past year,
for which we wish to thank you.
Sincerely,
THE ALLIANCE GREENHOUSE
E. W. Ray, Proprietor.

**Brennan's
Drug Store**
"On Quality Corner"
Try Our Delicious Sandwiches